



**PLANNING COMMISSION**  
**Minutes of the Regular Meeting**  
**City Council Chambers**  
**8200 Westminster Boulevard**  
**Westminster, CA 92683**  
**November 2, 2011**  
**6:30 p.m.**

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**1. ROLL CALL: BERTELS, HO, OH, TURRO, VO**

PRESENT: Bertels, Oh, Turro, Vo  
ABSENT: Ho

**2. SALUTE TO FLAG:**

Commissioner Oh

**3. REPORT FROM PLANNING SECRETARY ON LATE COMMUNICATION ITEMS**

None

**4. EX PARTE COMMUNICATIONS**

None

**5. SPECIAL PRESENTATIONS**

None

**6. ORAL COMMUNICATIONS**

None

**7. APPROVAL OF MINUTES – Regular Meeting October 5, 2011**

The minutes of the regular meeting of October 5, 2011 were approved on motion of Commissioner Bertels, seconded by Chairman Vo, and carried 4-0.

**8. PUBLIC HEARINGS**

**8.1 Case 2011-33 Special Advertising Permit**  
**Location: 14062 Willow Lane (Assessor's Parcel Number 195-261-05)**

A request to remodel and existing Westminster Auto Dealers Association sign by increasing the light emitting diode (LED) display area from 1,081 square feet to 2,061 square feet and eliminating 700 square feet of Tri-Vision 3-sided changeable copy display area.

RECOMMENDATION: Staff recommends that the Planning Commission approve the request based on the required findings and subject to the conditions of approval.

Kelvin Parker made a brief presentation on the proposed application to remodel the existing Westminster Auto Dealers Association sign by increasing the display area from 1,081 square feet to 2,061 square feet and eliminating 700 square feet of Tri-Vision 3-sided changeable copy display area. Based on staff findings and analysis, he recommended that the Planning Commission approve the Special Advertising Request subject to the conditions listed in the draft resolution.

The public hearing was opened and the following spoke in favor:

John Oh, General Manager of Lexus of Westminster (member of the Westminster Auto Dealership Association), 13590 Beach Blvd., stated that the auto industry continues to be in financial turmoil in the last five years. Having lost Chevrolet and Ford dealerships in Westminster, he stressed the need to attract more business to the City and he believed that the proposed dealership sign is a great venue to attract and help gather more auto dealerships as these provide revenue to the City. Mr. Oh contended that the proposed sign's (LED) technology has improved and its maintenance costs have decreased. He said that they are trying to provide a fresh and updated look for the community.

Rod Wilson, owner of Electra-Media, Inc. 4737 W. 156<sup>th</sup> Street, Lawndale indicated that they installed the original sign in 1992. He said that the mass of the sign will not be increased but the two areas will be combined into one advertising sign using the new LED high resolution screen. The sign will have a high dimming capability so that even if it is overcast, the sign will adjust to the brightness of the day. He mentioned that the engineer is available to answer any questions. He confirmed that they will comply with all the conditions imposed by staff specifically Condition No. 10 requiring us to address complaints pertaining to the brightness of the sign.

Civil engineer John Muse of 8159 Dartmore Drive, Huntington Beach, analyzed the existing sign and the proposed sign. Based on the efficiencies of the new LED units proposed, he explained that the illumination will be reduced by half from the existing sign.

Speaking in opposition, Don McLeish of 6372 Walt Street resides directly behind the sign. He stated that he opposed the original sign ten years ago and is opposing the proposed sign again. He displayed a photo showing the sign's brightness glaring outside their master bedroom. He said that they had to keep the blinds closed in their bedroom even during the hot weather because they cannot sleep. Even if the illumination will be reduced in half, he believed that the glare and flickering of the sign will remain.

Mary Ann Greenfelder of 6231 Mahogany Avenue, indicated that she would not have bought her house if she was aware of the negative impacts brought about by the sign. She stated that the sign is an eyesore that continues to flicker in their bedroom in the second floor until 11 pm.

In rebuttal Rod Wilson stated the light will operate between 6 am – 10 pm and the LED screen will be angled away from the residents but directed to the free way. Further, he added that the new LED technology of illumination will be reduced by 50 percent which will eliminate the glare even if the screen is bigger.

The public hearing was closed.

Chairman Vo noted that with the current technology reducing the glare and the screen angled away from the residents may be better than the current sign.

Chairman Vo moved that the Planning Commission approve Case 2011-33 Special Advertising Permit (Resolution No. 11-036) based on staff's findings and analysis and subject to the conditions listed in the draft resolution. Commissioner Oh seconded and the motion carried 4-0.

## **8.2 Case 2011-53 Zoning Text Amendment – Public Noticing Requirements**

**Location: Citywide**

City initiated Zoning Text Amendment (ZTA) to modify the public noticing requirements related to Land Use Permits.

RECOMMENDATION: Staff recommends that the Planning Commission continue this item to a date uncertain.

Kelvin Parker recommended that the Planning Commission continue this item to a date uncertain as staff needs additional time to study the issue and consider additional alternatives.

On motion of Chairman Vo, seconded by Commissioner Turro, and carried 4-0, the Planning Commission continued Case 2011-53 Zoning Text Amendment – Public Noticing Requirements to a date uncertain.

## **9. REGULAR BUSINESS**

### **9.1 Discussion regarding the possibility of limiting the size of single-family dwelling units.**

RECOMMENDATION: Staff recommends that the Planning Commission discuss issues relative to limiting size of single-family residences and direct staff to either:

- A. Bring back a resolution initiating a zone text amendment.
- B. Request a study session on the subject matter.

or

- C. Take no further action.

On motion of Commissioner Bertels seconded by Chairman Vo, and carried 4-0, the Planning Commission agreed to discuss issues relative to limiting size of single-family residences and directed staff to request a study session on the subject matter.

10. **REPORTS** – None

11. **MATTERS FROM THE PLANNING COMMISSION** - None

11.1 **AB 1234 Reports**

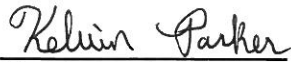
12. **ADJOURNMENT:**

At 7:05 p.m., Chairman Vo adjourned the meeting to a regular meeting on Wednesday, November 16, 2011 at 6:30 p.m. in the Council Chambers.



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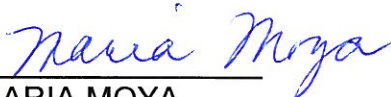
Dave Vo  
Chairman



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Kelvin Parker  
Acting Planning Commission Secretary

Prepared by:



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